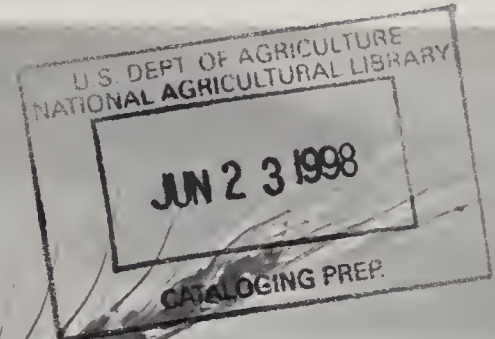


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THE PEACEFUL REVOLUTIONISTS

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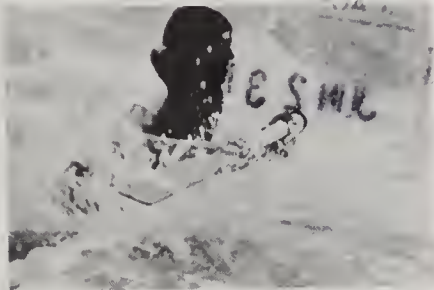


Narrative Guide for Filmstrip and Slide Set C-191. May 1973

Office of Communication • U.S. Department of Agriculture



1. We are active participants in a revolution.



world has



3. It is a revolution in lifestyle;



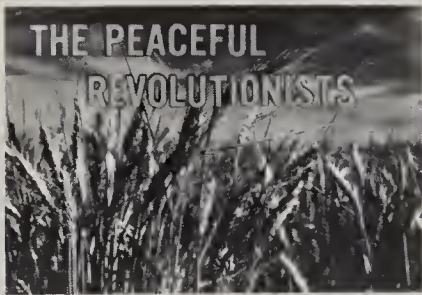
4. a revolution in education;



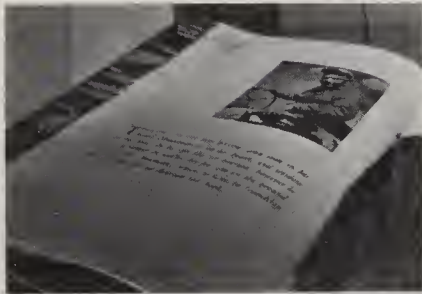
5. a revolution in nutrition;



6. and a revolution in affluence. At the bottom of it all—and triggering the rest—is an amazing revolution in agriculture and in rural America.



7.



8. One day, they are going to write a book about this age in which you live. It will be a fascinating book that will marvel at what took place in just the last 25 years. The book will relate some amazing things. For instance, it will talk about one of the largest migrations of people in recorded history. It will not be about the surge of Europeans to this new Nation or about the Irish fleeing the potato famine.



9. It will be about the 25 million Americans who have swarmed off of farms and out of rural areas in the United States following World War II.



10. It will describe how these people, like human lemmings, left their familiar rural surroundings and plunged into the pool of humanity in our cities within a generation's time.

- ✓
11. This phenomenon capped a movement toward cities where now about 75 percent of the Nation's population are amassed on slightly more than 1 percent of our land. That is where the population now stands; and sits; and squirms— in traffic jams, in asphalt jungles, and in the smog.



12.



13.



14.



15. Nothing comparable to this migration has ever before happened to mankind, anywhere—and you have seen it unfold before your own eyes.





16. This book will tell a fascinating story of why this migration happened and how it happened.



17. This book will talk about the rise of affluence in America.



18. It will marvel at the rapid rise of affluent living in the United States, making this favored Nation an island of plenty in a sea of world poverty.



19. It is a phenomenon that is so close to us that we find it difficult to even see, let alone appreciate the full meaning of, because we are so occupied with other things.



20. In the midst of a pitiful worldwide sea of hunger, malnutrition, disease, and sometimes exploitation, suppression, and ignorance . . .



21.



22.



23.



24. . . . this jewel of a Nation of ours has arisen as a Garden of Eden in the civilization of mankind.



25. We can understand this fully only when we look at the rest of the world. What do we find there?



26. We find that 60 percent of the population elsewhere in the world have inadequate diets. Food is short and the quality is often poor.



27. One out of every 10 children born alive, dies before the end of his first year.



28. Barely half the population of the rest of the world is literate.



29. We should thank our lucky stars to be part of this Nation. And then we should look for the answer: first, to understand why we are so favored as a people; and second, to be certain that we do all we can so that we don't lose what we have.



30. That book about America will reveal how the miraculous affluence in this country rose out of a revolution in agriculture.



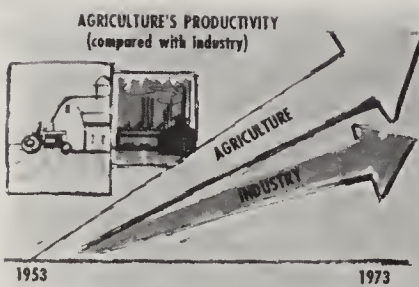
31. It was spurred by an unprecedented growth of productivity per man-hour on our Nation's farms.



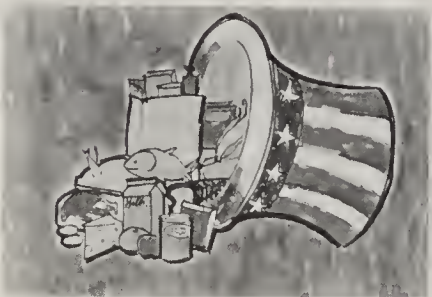
32. The industrial growth in America, the book will say, raced ahead in this generation at a dizzy pace never before equaled in mankind's history.



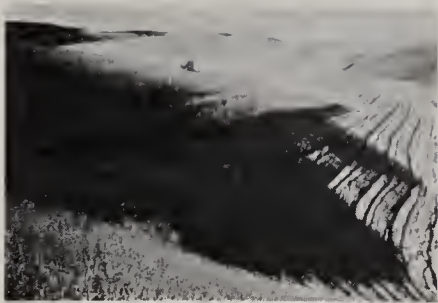
33. But it will then say that agriculture's productivity per man, up 3.3 times in the last 20 years,



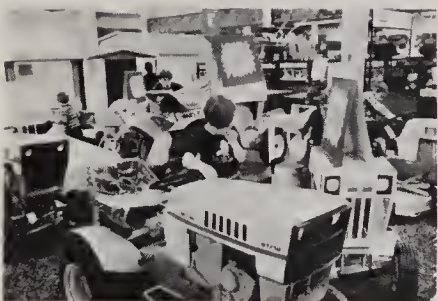
34. sprinted ahead even faster—at double the growth in output per man in the manufacturing industries.



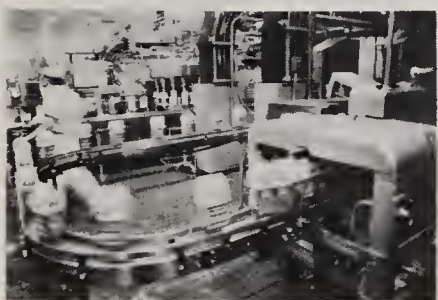
35. The result is that the person who dreamed up cornucopia—the horn of plenty—



36. could not even stretch his imagination to encompass the dimensions of the opulence now pouring off of our farms and out of our factories.



37.



38.



39.



40.



41.



42. How did this come about?



43. This book about your life will explain that the miraculous release of people from the land in the United States—this migration we talked about—



44. was laid on a foundation of hard work, ingenuity, dedication, and sacrifice by farmers, farm wives, and farm families.



45.



46.



47. It was stimulated by vocational education,



48. by the Extension Service,



49. by the Future Farmers of America,



50. by 4-H Clubs,



51. and by land-grant college teaching and research.



52. It was aided by a tremendous flow of useful information to farmers from farmers from farm magazines, farm newspapers,



53. and from farm radio and television.



54. It was served by rural electrification,



55. and soil conservation,

56. by farm-to-market roads,



57. by rural free delivery,



58. by farm programs,



59. and by cooperatives, and farm organizations.



60. And it was capped off by agricultural mechanization,





61. chemicalization,



62. genetic leapfrogging,



63. and by heavy capitalization, and sophisticated farm management.



64. Those are the revolutionists: The farm people and those who work with them to supply the materials and the ideas that have revolutionized food production, revolutionized our expanding economy, and revolutionized our affluent lifestyle.



65. We have had a revolution, the like of which the Soviet Union has never seen.



66. Never before has a nation of people released itself so rapidly from physical backbreaking work;



67. from haunting hunger;



68. from long hours of toil;



69. and from physical discomfort.



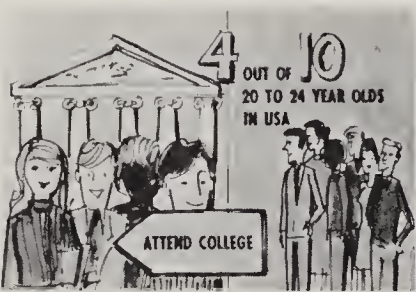
70. Never before has a civilization been able to divert so many resources from the necessities of life to the niceties of life.



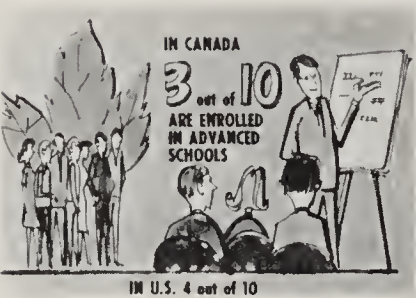
71. No other society has been able to channel so much of its resources into education and the arts.



72. Imagine, barely half of the rest of the world's population is literate.



73. Here, more than four out of every 10 of our 20- to 24-year-olds are attending college or other institutions of higher education.



74. Among the highly developed countries of the world, only our neighbor Canada comes close to that. Still, fewer than three out of 10 young people in Canada are enrolled in advanced schools.



75. In Germany and in the United Kingdom, hardly more than one out of 10 young adults goes beyond high school.



76. Here in the United States, four out of 10.



77. Here, we are pouring tremendous resources into recreation,



78. into fashions,



79. services,



80. and into comforts—such as air-conditioning in homes,



81. and into air-conditioning that we carry around in our automobiles. Why, what has happened in this country is not only miraculous, it's almost ridiculous!



82. People in the United States can amuse and inform themselves with the help of about two television sets for every five persons. Among the advanced countries of the European Community, Germany comes the closest with only two-thirds as many sets.



83. Here, in the United States recreation is piped right into our homes where you can see a concert,



84. or watch nearly naked gladiators in a ring try to knock each other's brains askew by striking each other on the head;



85. you can prop yourself up in an easy chair, drink your favorite beverage, and eat grapes . . .



86. . . . while watching 22 gladiators on a field of combat rush headlong at each other trying to rupture the cartilage in each other's knees;



87. or you can stretch out in bed at night and let slumber benumb your brain while watching through your toes at court jesters telling naughty jokes to girls in short dresses,



88. and girls in short dresses jesting with naughty jokers in ruffled shirts.



89. Why the Romans of old were pikers! . . .



90. . . . and the kings of old with their lifestyles were rubes, by comparison with us.



91. Nobody has ever come close to creating the spectacle of affluence that we epitomize.



92. And the accomplishments in agriculture and food production, which released people from the land, are largely responsible.



93. Farm communities have educated the sons and daughters of farm and rural families and have made them the finest product of the Nation's countryside.



94. Large numbers of these young people have left the farm, many to become leaders in the Nation's business boardrooms,



95. leaders in education,



96. leaders in the professions,



97. leaders in Government,



98. leaders in cooperatives,



99. and leaders back on the farm.



100. People in agriculture and food production have taken the squeeze out of oranges,



101. the peel off of potatoes,



102. the worms out of apples,



103. the soup out of the kettle,



104. and the bread out of the oven.



105. They have emancipated women from a sentence of daybreak-to-dark food preparation in the kitchen.



106. They have taken the farmer from the dust behind the mules
and put him on a seat in an air-conditioned cab;



107. and they have taken the cracks out of his hands from husking
wet corn.



108. They have taken the hoe out of the woman's hands,



109. the chicken feathers out of her hair from working in the hen
house,



110. and they have taken the cow's foot out of her bucket.



✓

111. They have liberated 95 percent of the American people, including you, from a life sentence of scratching the soil for a grubby living in the sun and the dreary heat, which is the lifestyle in so many areas of the world,



112. and they have put these people in air-conditioned offices,



113. in libraries,



114. and in laboratories to win a parade of Nobel prizes.



115. They have released these people from the land and put them behind musical instruments,



116. even in hamlets and villages,



117. and in porcelain tubs of bubble bath.



118. They have released these people so they can stand in front of classrooms to make us the best educated Nation in the world.



119. They have put them in swivel chairs in offices,



120. in pulpits,



121. in model's clothes, . . .



122. . . . and nearly out of them.



123. They have released these people from food production and put them in doctor's gowns to conquer polio and tuberculosis . . .



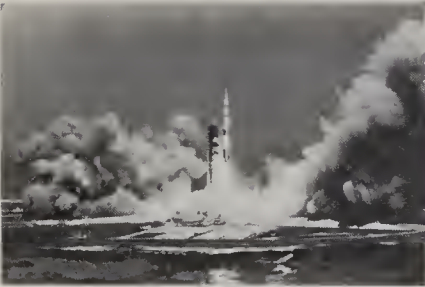
124. . . . and in second homes by the beach.



125. They have put them in automobiles with power steering, power brakes, power windows, and a buzzer to tell you to put on your seatbelt.



126. They have released them from food production to rise in air-planes to span continents,



127. or in spaceships to explore the moon.



128. The never-ending parade of the splendor that is ours is something . . .



129. . . . which American agriculture has largely made possible through breaking the leg irons of food scarcity that historically have chained a major portion of a Nation's people to a small plot of unyielding ground since the beginning of time. Our amazing American agriculture has liberated 95 percent of the American people to do something else besides grow food.



130. By freeing people from the soil, we have unleashed an amazing productive capacity that provides 5.7 percent of the world's population—which is what we are—



131. with 45 percent of the world's motor vehicles,



132. 42 percent of the radios, 34 percent of the television sets,



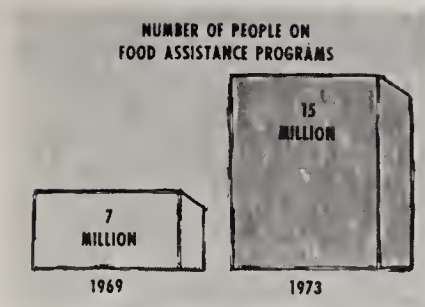
133. and about one-third of the world's consumption of energy.



134.



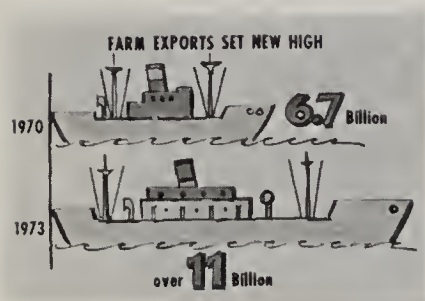
135. Workers in agriculture have made food so plentiful that very few people need to go to bed hungry.



136. The number of people on food assistance programs increased from slightly more than 7 million 3 years ago to nearly 15 million people now.



137. We are feeding the poor.



138. At the same time, farm exports are setting new records,



139. and we have ample food reserve capacity waiting in the wings.



140. What other country can match this record of achievement made possible by the tremendous productivity of the agricultural complex?



✓ 141. Our agriculture and food production systems have helped make our food supply unmatched for freshness, convenience, and safety.



142. It is tasty and high quality.



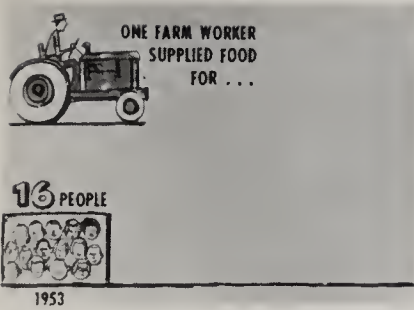
✓ 143. People in the agricultural and food production complex have packed a dazzling array of foods into our supermarkets—more than 7,000 different products.



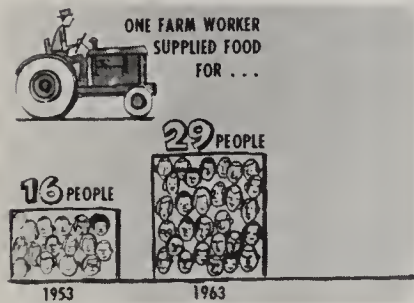
✓ 144. They have turned the dream of a cornucopia—horn of plenty—into a reality. This is a modern miracle. It is an alltime miracle.



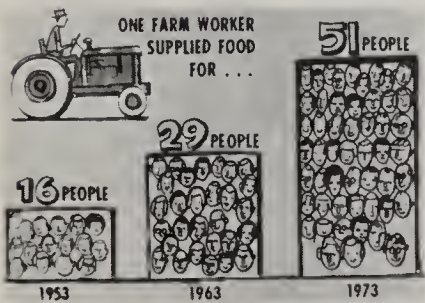
✓ 145. Our farmers and our food system made it possible. It's their revolution. They are the architects of today. They made it possible for this nation to wallow in food—wholesome, plentiful food of unsurpassed variety and quality—



146. because one farmworker—a farmer, family member, or helper—who supplied 16 people with food 20 years ago,



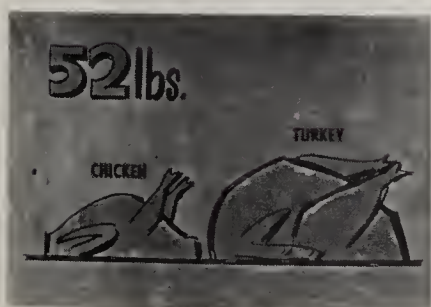
147. and who supplied 29 people with their food 10 years ago,



148. now supplies 51 people with their food.



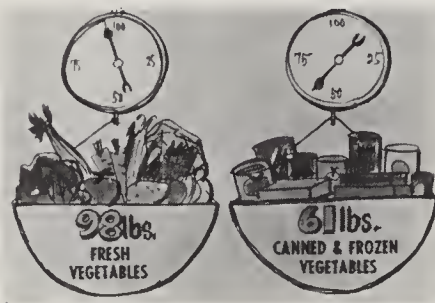
149. This includes 189 pounds per year of beef, veal, pork, lamb, and mutton,



150. 52 pounds of chicken and turkey for each one of those 51 people,



151. 78 pounds of fresh fruits and 48 pounds of processed fruit and juices,



152. 98 pounds of fresh vegetables and 61 pounds of canned or frozen vegetables,



153. 563 pounds of dairy products for each of those 51 people,



154. and 120 pounds of potatoes and 5 pounds of sweet potatoes—all supplied by one farmworker.



155. We have done so well with our food production that, in some years, we have had millions of acres of cropland “under wraps” to save its fertility and productive capacity for future needs. In 1972, for example, we were running our land food factory for feed grain, wheat, and cotton at 82 percent of capacity—which compares with 84 percent of capacity for our industrial factories. In 1973, all but a small part of this reserve capacity came into production to supply an unprecedented demand at home and abroad.



156. The problem in agriculture has often been how to keep from overproducing.



157. People working in agriculture and food production have given the nation a tremendous bargain. American people buy those huge quantities of food with \$15.70 out of each \$100 of their disposable income. That is their aftertax, take-home pay.



158. And this low cost for food includes the meals eaten out where service and atmosphere cost more than the food ingredients.



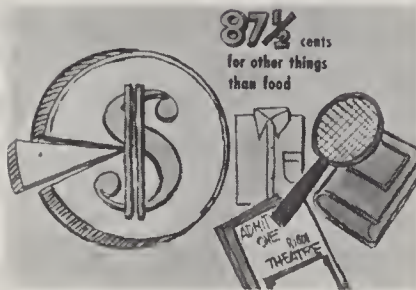
159. And this \$15.70 for food out \$100 of take-home pay is down from \$23 out of \$100 for food just 20 years ago.



160. Furthermore, if the cost of food is measured against our total incomes—not just take-home aftertax pay—our food costs come to slightly more than \$13 out of every \$100 that we earn.



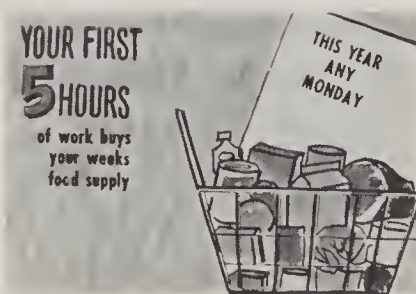
161. And taking it another step, only about \$12.50 out of every \$100 we earn is spent for the food produced on U.S. farms.



162. What people in agriculture have done is say to Americans, "Here, take 87½ cents of your dollar and go do something else with it. Leave the farm food production to me.



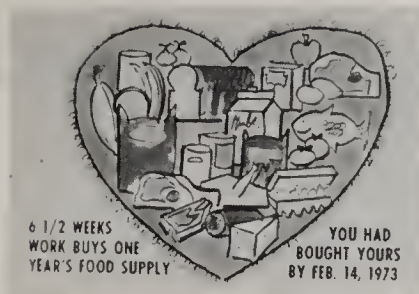
163. I will insure you against hunger—and provide you with the most convenient, safe, and nutritious food supply in the world for 12½ cents per dollar."



164. That means that in a workweek, the average American will work until 3:00 p.m. on Monday—5 hours—for his week's supply of farm-produced food. The income from the rest of the week's work can go for something else. A 7-day week, of 24-hour days, has 168 hours. The average worker spends 5 hours of it for food;



165. he has 163 hours per week left-for doing something else.



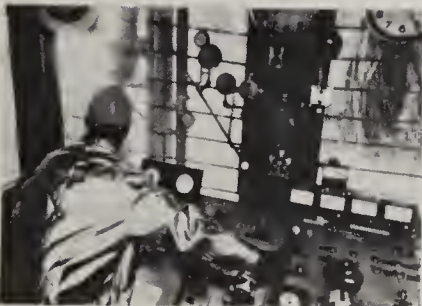
166. In a year, the average person will work just 260 hours—6½ weeks—for his year's supply of farm-produced food. So by noon on February 14, 1973, he had his food bought for the year.



167. The rest of the year is his—for other essentials and pleasures.



168. In short, the American food week is 5 hours, and the American food year is 1½ months. That includes the cost of all the meals eaten out, as well as the food eaten at home.



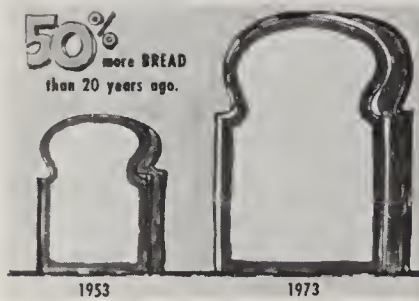
169. In terms of what the farmer gets who raises this food, the average person works only until 11:00 a.m. on Monday—2 hours—to pay the farmer what he gets for the average person's supply of food for the week.



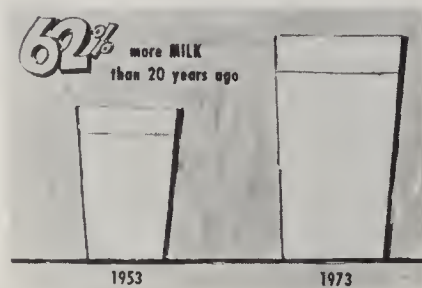
170. And the average person will work only 2 weeks and 3 days—through January 17—to pay the farmer for his farm-raised food.



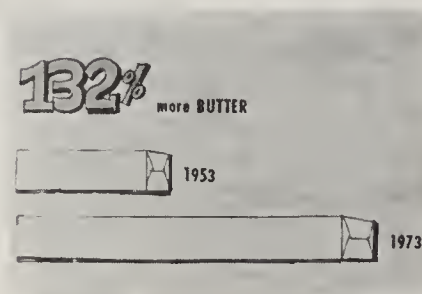
171. We all know that we have inflation, and money doesn't stretch as far. But surprisingly, the food dollar does. The average factory worker, with an hour's pay, can buy . . .



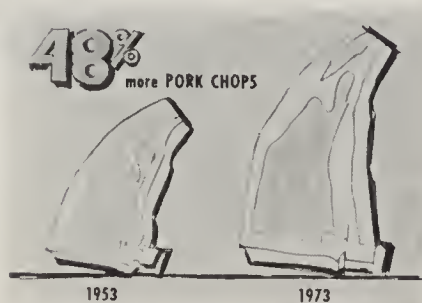
172. . . . 50 percent more bread than 20 years ago.



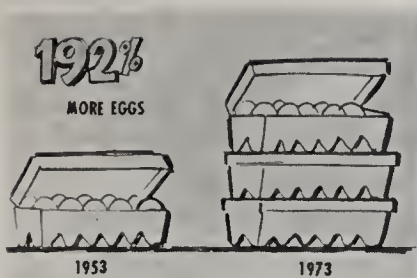
173. He can buy 62 percent more milk than 20 years ago with an hour's pay . . .



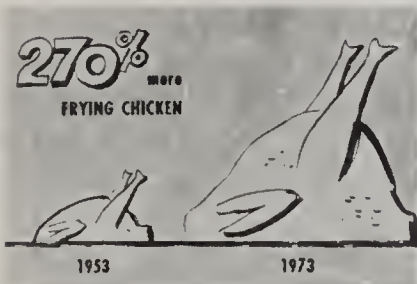
174. . . . and 132 percent more butter.



175. The average factory worker can buy 48 percent more pork chops with an hour's pay,



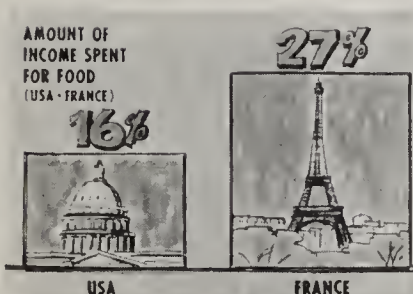
176. 192 percent more eggs,



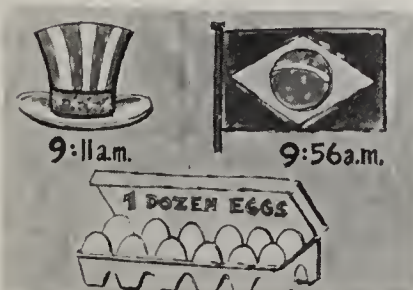
177. and 270 percent more frying chicken with an hour's pay.



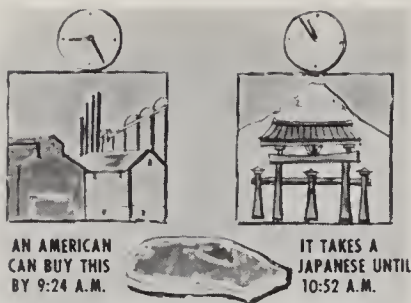
178. Because our farm and food production in America is more advanced, and more efficient, than in other nations, the average factory worker in the United States who goes to work at 9:00 a.m. has earned enough by 4 minutes after 9 to buy a loaf of bread.



179. In France, famous for its French bread, Pierre has to work until 9:11 a.m. to buy a loaf. And he had better eat the bread today, or it will be hard tomorrow. It is that kind of quality. In France, Pierre spends 27 percent of his income for food, compared with less than 16 percent here.



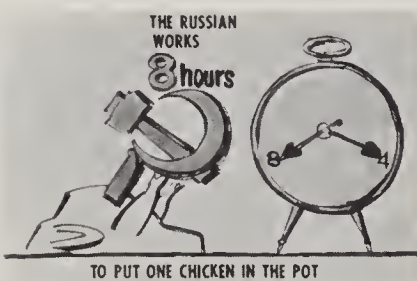
180. In America, the factory worker has earned enough by 9:11 a.m. to buy a dozen eggs. In Brazil, Pedro has to work until 9:56, and he cannot be sure of the quality of his eggs even then.



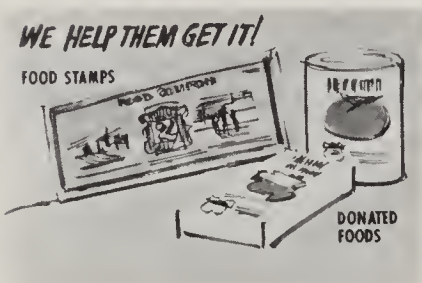
181. In America, a factory worker can buy a pound of roast beef by 9:15 a.m. In Japan, Negosha toils until 10:56 a.m. Any wonder that we have nearly doubled our consumption of beef per person in the last 20 years—going from 62 pounds to 116 pounds—while in Japan, the average annual consumption of beef is about 7 pounds per person. And they spend about one-third of their income for food. Here, less than 16 percent.



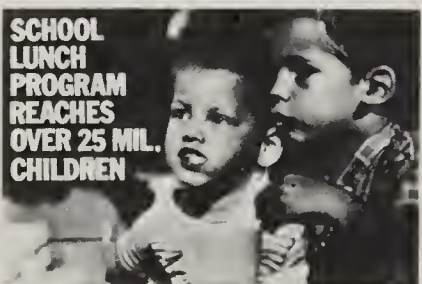
182. In America, a factory worker can buy a gallon of milk by 9:21 a.m. In Moscow, Ivan works until 10:45 to buy a gallon. It is understandable that Ivan doesn't drink nearly as much milk as we do. He spends somewhere around half of his income for food. The Russian works 2 hours and 12 minutes to buy a 1-pound steak. He works 2 hours 42 minutes for a dozen eggs.



183. He works 8 hours for a 2-pound broiler. That's a hard life. When you have to work a full day to put a chicken in the pot, that is not much of a slogan. And a car in the garage is an idle dream for most Russians.



184. For those in America who do not have enough food—and who can't pay for it—we help them get it. Now 15 million Americans are beneficiaries of food assistance through food stamps and food distribution.

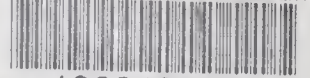


185. And the school lunch program reaches more than 25 million schoolchildren, with 8½ million of them getting their lunches free or at a reduced price.



186. We are banishing hunger in America.

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187. By any comparison, no Nation, no people, ever had it so good as now, . . .



188. . . . today, here in this city, . . .

an



189. . . . and across the land . . .



190. . . . from New York to Los Angeles, . . .



191. . . . and from Seattle to Miami.

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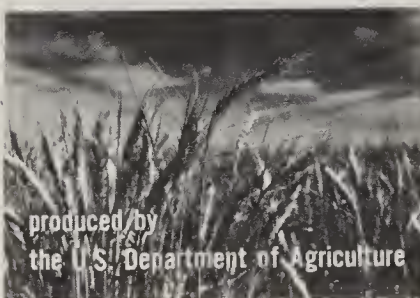
192.



193.



194.



195.

produced by
the U.S. Department of Agriculture

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